

## 80 YOUNG MERCHANTS DELIVER YOUR 'HERALD'

Approximately 80 "young merchants" are regularly employed selling and distributing The Torrance Herald in the city's business and residential district and in adjacent communities. Special distributors bring the newspapers to Hollywood Riviera, Seaside Ranchos, Waleria, North Torrance and other sections on Thursday mornings, and The Herald is distributed direct to the homes from these sub-stations.

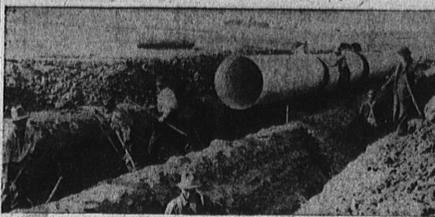
Some residents receive the newspaper by Uncle Sam's mail carriers and these copies of The Herald are delivered to the postoffice around midnight Wednesday to be placed in the first delivery Thursday morning.

Newsboys who sell The Herald on the streets buy their copies from the mailing room, reached by a special entrance at the side and rear of the new building.

## This Wedding City's First

(Reprinted from the Torrance Herald of March 13, 1914)  
R. O. Denison, of the purchasing department of the Union Tool Company, was married on Saturday, March 7, at 1:30 o'clock, to Miss Freda May Barden, by the Rev. William Wirt Choate. The wedding took place at the home of Mr. and Mrs. C. W. Northrup. The couple left for Los Angeles after the ceremony.

Two banking institutions serve the people of Torrance—the Bank of America and the Torrance National Bank.



FIRST WATER SUPPLY LINE—The caption on this old photograph taken at the time the Torrance townsite was being laid out explains that this is the first pipeline work in the new city.

## SCIENTIFIC PLANNING

(Reprinted from first issue of The Torrance Herald)

Torrance came into existence for many potent reasons, and embodies in its building the experience of the great industrial cities of today and the wisdom of America's most eminent city planner, landscape architect and civic engineer—Frederick Law Olmsted.

Its founder, J. S. Torrance, in whose honor the town is named, one of the strong financial leaders of the Southland and associate industrial captains, conceived a great commercial center that would be the most modern industrial city in the world.

Torrance is to be an industrial center most comprehensive in its plans for the building of a great modern city. Scientific planning enters into every phase of industrial, civic and home life in Torrance. Good working conditions make for more and better output and the factories now erected and those built hereafter are to be light, pleasant, convenient work rooms, as well as being planned for rapid, efficient, economical methods and thoroughly high class output.

For the same reason that good homes, good living conditions and good environment make better workmen, artistic, modern bungalows with wide, pleasant lawns, paved streets, cement sidewalks, parks, playgrounds, beautiful public buildings and high class civic improvements have been provided.

Civic beauty, amusement and recreation, good living conditions and right civic environment, are today recognized as financially profitable civic investments, as well as making for better men and better citizens.

But all these big progressive features that make Torrance stand out among the new towns of the present day have been made possible because of the big, brainy, imaginative, human-hearted men back of the strong financial interests that put Torrance on the map and are making it a great, populous, prosperous, industrial city—a city of beautiful, contented homes, a civic center making for better men and women, for progress and true prosperity for all its residents. Whole-hearted interest in their fellow beings have actuated them, as well as commercial reasons. This is evident in every phase of the building of Torrance, "The Modern Industrial City."

## Interview:

### Manufacturer in 1913 Saw Great Industrial Center Here

(Reprinted from first issue of The Torrance Herald)

That Los Angeles and its manufacturing suburb, Torrance, is an ideal location for manufacturing industries of all kinds is not alone the opinion of those who live here and have large interests at stake, but is the honest judgment of disinterested men engaged in manufacture whose opinion is worth having. The head of a large industry, with several factories in different parts of the country, in an interview reviewed the possibilities for Los Angeles as a manu-

facturing center at some length. Among other things he said:

"I marvel that there are not more varied industries here. Being an industrial man, that is the first thing at which I look. I believe, however, that the coming of the Panama Canal will work wonders.

The chief attraction that I found here, is the opportunity for home building, and the climate, which is such as men dream of and which some seldom experience.

"The opportunities here offer a home to nearly every man who comes here. Unlike the East he does not need the class of house to keep him alive. Flowers and sunshine and a little bungalow seem possible to everyone.

"I believe that Southern California is one of the industrial and agricultural centers of the future. This belief is shared by thousands of thinking men in all classes in the East. When the opportunity is offered, they will come and they will be a benefit to Southern California."

The opportunity to which he referred is, of course, the opening of the Panama Canal, now so near at hand. It is imperative, therefore, that the citizens of Los Angeles and the whole of Southern California should unite in making these things known to all the world immediately and effectively.

### H. S. McManus Was First Fire Chief for City

The first organization of any kind formed in Torrance was the Torrance Volunteer Fire Department, organized the night of Nov. 13, 1912, according to some of the city's first newspaper files.

The meeting was held in the tent of D. W. Gregory, general foreman of the Dominguez Land Company. Seven signed the membership roll and H. S. McManus was named the first chief.

The volunteer boys gave the first social function, a Washington's birthday ball, on Feb. 22, 1913. It was declared a success—both socially and financially!

## Beach

### Annexations Put City on Blue Pacific

Seven annexations have been made to the original Torrance Tract purchased by a group headed by Jared Sidney Torrance in 1911, when the townsite was laid out, according to official city records. When the original city was incorporated May 21, 1921, the town had grown from about one square mile to 8.52 square miles.

There were no more annexations until Feb. 9, 1926, when the city was extended north to 190th street and west to the Redondo Beach city boundary, however. The city's smallest annexation, except for an island of unincorporated territory which is still outside Torrance. This western annexation was 4.14 square miles.

That started it. For the next five years, Torrance annexed additional area annually. On Jan. 18, 1927 the Meadow Park annexation was added, comprising the entire southwestern section of the city, which gave Tor-

### First Torrance Baby Named in Honor of City!

The first child born in Torrance was named Washington Torrance Gull, according to early records of Torrance.

The child's parents lived on Andree avenue, but they moved from the city soon afterwards. Their whereabouts are unknown at this time.

More than 30 women's organizations are to be found in Torrance.

rance a mile of good beach frontage and another 5.91 square miles.

Waleria came into the city a year later, March 12, 1928, adding only .30 square miles, however. The city's smallest annexation, Helhus, followed a year later, amounting to six acres, located in the extreme southeastern tip of the city.

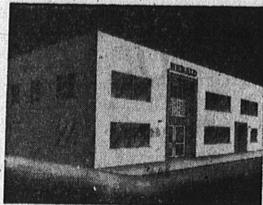
In 1930 the city annexed the McDonald Tract, adding another 3.68 acres now known as North Torrance. The last annexation, May 26, 1931, was known as South Torrance and was .94 square mile between Lomita and the original townsite.



DISTRIBUTOR — Jimmy Murphy, distributor for the Vista Highlands area.

## CITY BUS SERVICE

Hourly bus service is provided along Torrance boulevard and Narbonne avenue by Greyhound bus lines, with destinations up and down the coast. The section of the line serving Torrance shuttles between Santa Monica and Long Beach.



## Best Wishes

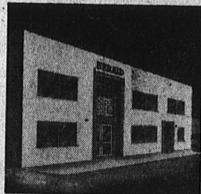
Your new building and expansion program should be the spark that starts us all working and pulling together to make Torrance the BIGGEST LITTLE CITY IN CALIFORNIA. Your confidence confirms ours that it will be . . .

## MODE O' DAY

Corner Sartori & Post  
LELA MAE SMITH  
Owner

## GROWING TOGETHER . . .

To meet the needs of a growing Community . . .



## FOR EVERYTHING IN GLASS

Auto . . . Furniture Tops . . . Mantel Mirrors . . . Blocks  
Store Fronts . . . Glass Building

Glass and Mirrors Made to Order

## Olson Glass Co.

1635 W. Carson St. Ph. Torrance 299-W

## The New Home

of the

## Torrance Herald

## Protected by a Lyle Hanon Roof

If you want to know the condition of your roof, step to the phone and call Lyle Hanon, TORRANCE 2591. Lyle will come out and analyze your problem FREE OF CHARGE.

## LYLE HANON ROOFING CO.

2154 - 236th STREET

TORRANCE, CALIFORNIA

## YOUR RIGHT TO KNOW IS THE KEY TO ALL YOUR LIBERTIES

. . . How well you know what is happening in this tense world of today, how intelligently you set on the basis of this knowledge, will determine for you and your children the continuation of the American Heritage of Freedom.

. . . So We Sincerely Congratulate  
The TORRANCE HERALD  
Mr. Grover C. Whyte and E. B. Brown

. . . on this great day, when they open their new home! Yes, we congratulate them not only on their faith and confidence in Torrance, which prompted them to build one of the finest newspaper plants in California, but upon their thirty-five year record of fearless, accurate journalism in this city.

So we . . . who are only six years old . . . proudly join hands with the Herald in building a greater Torrance.

PAUL DIAMOND



1319  
SARTORI  
TORRANCE

PHONE 818